

Tips for Organisers: Exhibitions & Expos

1. 80% of the success of your stand is down to the performance of the staff attending it.
Talk with your team and tell them what to expect from the day, what they are there to do, and what is expected of them (e.g., being welcoming, confident, and knowledgeable).
2. It's important they understand the stand team should have a great time with stand visitors (rather than amongst themselves). They are there for a long, tough, but rewarding day.
Although a sense of fun and laughter on the stand is useful for encouraging people to come and talk to them.
3. Your stand and staff reflect how visitors will perceive your company/organisation.
So, encourage them to:
 - i. Dress accordingly
 - ii. Greet visitors the way they'd welcome new prospects to your office
 - iii. Gather visitor details in a professional, non-intrusive manner
 - iv. Enjoy the day (smiles and happy faces will bring people to your stand with a positive view and ready to talk to your team)
4. Consider conducting some "role play" dry runs, either in the office or at the venue.
This event is no different to any form of presenting, so let your team get used to hearing the sound of their own voices; it builds confidence in what they will say and how to approach people on the day.

It's important to build a sense of fun into the rehearsal so people begin to feel relaxed about the day to come. Demonstrate the way you want them to talk to people compared to a more extreme (humorous) example of how not to do it, e.g., dragging a visitor to the stand telling them: "But you will want to talk to us."

5. Make sure your team know what tools they have available.
A5 leaflets, A4 Timetable for demos, Business cards, Company Brochures, maybe some pre-filled goody bags, and anything else you add to this prior to the event.
6. Run through the data capture side of things, so everybody is clear about the level of information you ideally want to obtain.
But equally understand that in some instances they may only be able to obtain a Business card and hand out a leaflet/brochure, as not everybody will want to spend the time to run through a data capture questionnaire form (if you are using one).
7. It will be necessary to set a few stand rules but don't make them onerous, just practical.
E.g., no mobiles, no laptops, and no food or drink to be used/consumed at the stand (except bottled water, which should be hidden from view under your tables).
8. Consider building in a competitive element to encourage activity.
E.g., a bottle of wine for whoever completes the most questionnaires/captures the highest number of leads during the day.
9. Do provide breaks for the team as it'll be a long day.
Coffee breaks should be built in, and lunch breaks split so there is always a senior staff member on the stand to answer detailed questions from visitors.

Long days on the stand can be hard on the feet too, so recommend team members wear shoes they will be comfortable in, especially if the event lasts 2 or 3 days.

10. Typically, event staff only have 3 to 5 seconds to create a good impression and encourage people to talk with them.
[Keep your staff alert and facing out towards the visitors: never hide behind table\(s\) and try to avoid sitting down.](#)

[If people are tired and need a rest, work this into coffee breaks or when quieter periods are anticipated.](#)

11. There are always “quieter” times during the day and it’s important to manage these carefully, so your stand team do not lose interest or focus. These are likely to be:
 - i. When a seminar in a main hall attracts a lot of attention
 - ii. During lunch
 - iii. The period between 2:00 p.m. to 3:30 p.m. and towards the end of the day.

[These periods can be used productively by encouraging your team to visit other stand holders during less busy times at the event. You never know if a fellow exhibitor may need your services or be interested in a collaborative arrangement. They can also provide useful feedback and tips if they are repeat exhibitors at the event you are attending.](#)

[During coffee and lunch breaks your team should try to sit with or within earshot of people in designated eating areas and discuss the event with them \(encourage your team to take Business cards with them to hand out: write your stand number on them to encourage the people they talk with to visit your stand\).](#)

12. Keep checking and topping up supplies.
[This includes all the material displayed on your table, the questionnaires for your team to complete when speaking with delegates, and any Goody bags \(if used\) for handing out.](#)
13. Do not pack up early
[Statistically key decision-makers of larger businesses arrive at these events after 3:30 p.m. so they can complete their business day before coming along. Be aware of this and keep your team on their toes for the latter part of the afternoon.](#)
14. Moping up stragglers
[There will be key points in the day when you can provide stragglers with information to simply take away with them. For most events, these tend to be:](#)
 - i. [Between 11:30 a.m. and 12:30 p.m. for people who attended the morning and are departing to take lunch offsite or return to their office.](#)
 - ii. [Across the latter part of the afternoon, i.e., from 4:00 p.m. onwards.](#)

[Consider positioning team members by your stand armed with leaflets to hand to people who are leaving. This provides a final opportunity to give delegates information on your company/organisation \(this option depends on staff availability around these departure times\).](#)

Finally: if the team don’t need to rush off at the end of a long day, take them for a drink at the bar. You and they will need it by then and it’s a nice opportunity to say “thank you” to your team and get some initial feedback and thoughts on how each day has gone.



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